Title: **Making the drinking coffee into KPIs - managing impact measures within an educational development setting**

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Abstract:

Session Learning Outcomes

By the end of this session, delegates will be able to:

- Appreciate the diversity of ways in which impact can be measured for educational development services
- Design some KPIs that measure impact in a meaningful way
- Present impact measurements in a different ways for different audiences
- Explore the challenges of measuring impact for educational developers

Session Outline

Key issues to be addressed are:

In the current economic climate we are all expected to demonstrate the value and impact of what we do. This is not a new phenomenon but one that has become a higher priority for Universities who are facing budget cuts and reprioritisation of resources. Although as educational developers we know we perform a crucial function in raising academic standards and quality, often measuring that in a meaningful way is problematic. Our "intuitive" knowledge of our worth can be difficult to translate into key statistics for senior management. Frequently the value of what we do cannot be measured by "happy sheets" or bald statistics about the number of attendees on our programmes or logins on our VLEs. Much of the work of educational developers is performed through individual coaching and development activities with staff – frequently over coffee! And even if we can then measure that engagement, how do we know that this has an impact? However, we cannot expect others to merely accept our firm belief in our value, we need to demonstrate clearly the extent of what we do and why it is important. So, we need to develop more sophisticated measure of proving our worth.

In this session, I will explore the challenges of creating success factors (or the "dreaded" KPIs) for an educational development service. I will look at why this is important as it provides us with an insight into our target audiences and gives us a better understanding of what people want from such teams. We will consider how to create more meaningful measures and how these can be monitored in a realistic fashion. Although "impact" can be slippery and an

anathema to many, I will explore how considering new ways of understanding our impact can lead us to provide better educational development for all.

Session Activities and Approximate Timings

The session with be interactive and the audience will be expected to contribute.

Proposed structure:
- Introduction/ Discussion of challenges (15 minutes)
- Models of KPIs and examples (15 minutes)
- Discussion of how these could be used and writing of KPIs (15 minutes)